

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 24, 1997

RJR Account #088080

Ms. S. Marabito

J. A. CALDERON CO.

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Shelia:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as 60 skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

	<u>WINSTON</u>	<u>#/ (6M) Cases</u>
<u>UPC Code</u>	<u>Brand Style</u>	<u>B1G1F</u>
12300-24091	Box	8
12300-24092	Light Box	8
<u>Product / Premium Arrival:</u>	<u>July 14, 1997</u>	
<u>Ship Date to Retail:</u>	<u>Week of: July 28, 1997</u>	
<u>SKU CUBE:</u>	1.4360	
<u>SKU WT (w/o Product):</u>	3.7500 lbs	
<u>Retail Sales Offer per Sku:</u>	20 units	
<u>Billing per Sku:</u>	4 Full Price Cartons	
<u>EFT \$ Amount:</u>	<u>\$1,416.86</u>	
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>	

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B2G2F

J. A. CALDERON CO.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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New package deal on New Winston.

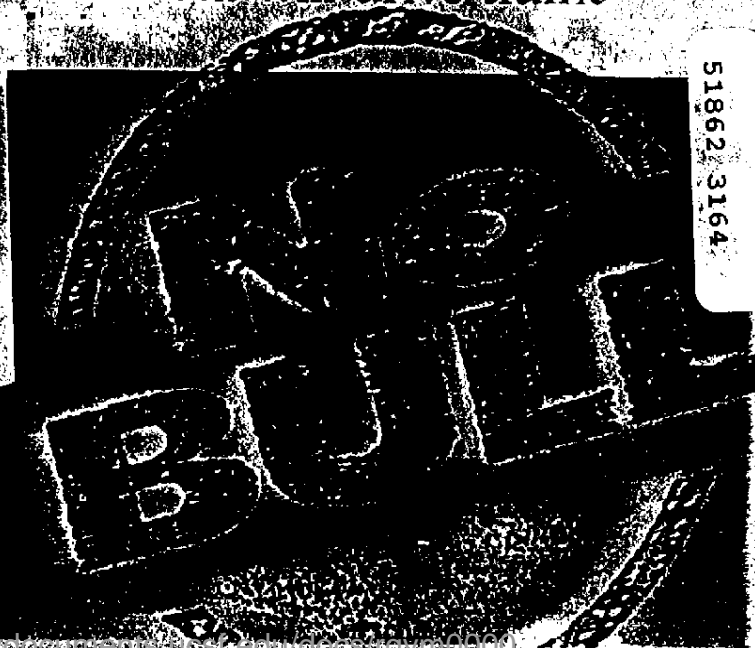
New
Winston

BUY 2.
GET 2.

No
additives.
True
taste.



- Introducing new no-additive Winston.
- Totally redesigned package lets customers know Winston is new inside and out.
- Special buy 2, get 2 free August launch promotion.
- New offer in eye-catching promo package.
- Complete national advertising roll-out will drive traffic.



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#700465

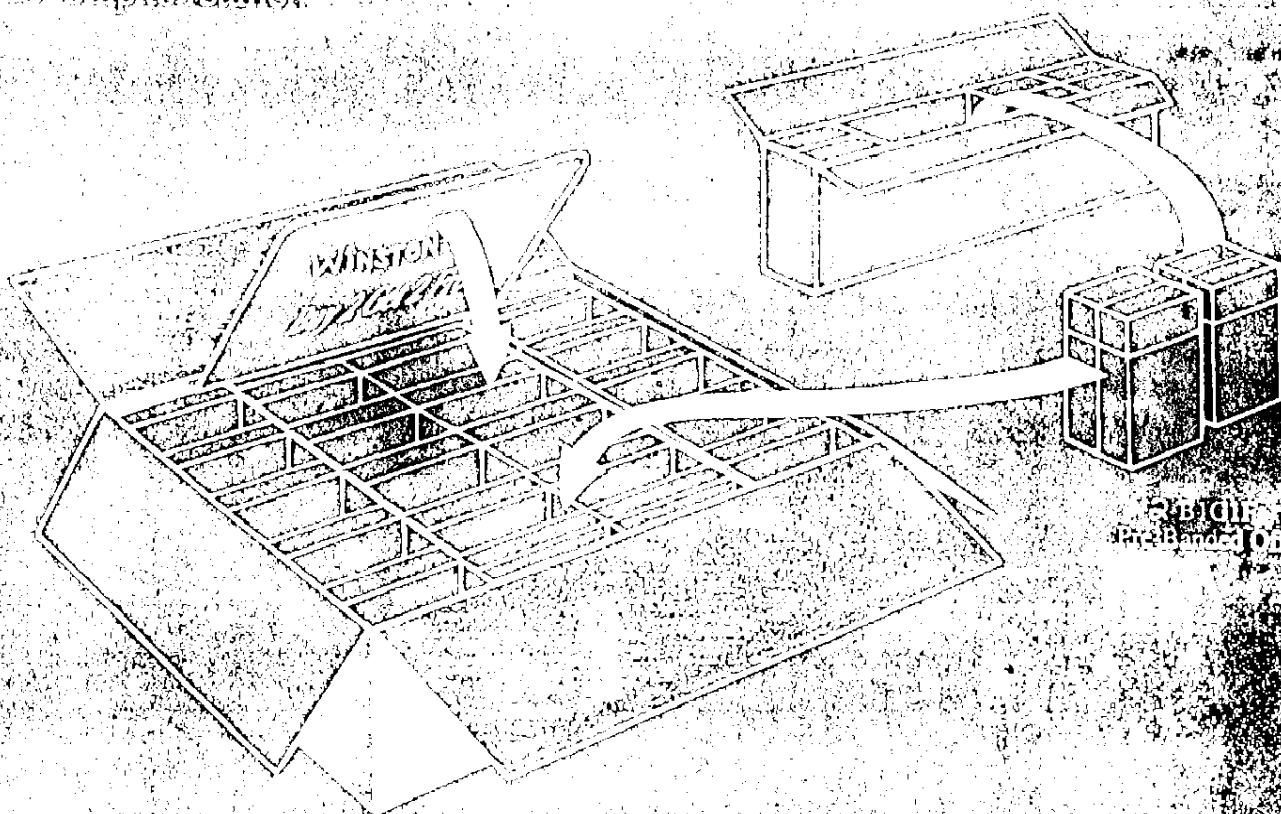
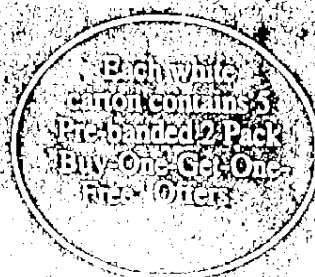
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B2G2F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.



Item # 62373

Description: Winston B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON Lt. Box				
Number of Cartons	4/	4/				

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WHOLESALE : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 700465 70800 WIN AUG B2G2F
 TEMPLATE SEQ : 0012
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	763306	WOLCOTT BARGINE CTN	6010 NEW HARTFORD	WOLCOTT	NY	14590	6				(315)594-2517
162602	162621	268764	7-11 #11277	1482 BUFFALO RD	ROCHESTER	NY	14624	1		0001-0402		(716)436-0481
162602	162621	654775	7-11 #11278	720 ELMGROVE ROAD	BULLS HEAD	NY	14611	1		0001-0402		(716)426-1140
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716)426-2151
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	2	NYS			(716)637-9893
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS	0990-0000		(716)426-5140
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	NYS			(716)964-2430
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1	NYS			(716)458-1770
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	2	NYS			(716)392-5080
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716)461-4497
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2				(716)377-5689
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1				(716)271-1390
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716)663-4232
162604		568774	7-11 #23893	1660 ELMWOOD AVE	ROCHESTER	NY	14620	1		0001-0402		(716)271-6901
162604	162620	587842	7-11 #21337	1809 PENFIELD RD	PENFIELD	NY	14526	1		0001-0402		(716)381-7955
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716)381-5764
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1				(716)454-0515
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716)254-4540
162604	162630	657232	MATHIAS PATRANALA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1		0362-0102		(716)663-3059
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716)663-8110
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716)482-7547
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716)274-4850
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716)288-2540
162604	162630	763221	7-11 #21412	3345 LAKE AVE	ROCHESTER	NY	14612	1		0001-0402		(716)663-8173
162604	162621	763651	7-11 #24058	464 THURSTON RD	ROCHESTER	NY	14619	1		0001-0402		(716)235-3029
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716)266-5284
162604	162620	763803	CFM #33-055	1404 NORTON ST	ROCHESTER	NY	14621	1		0990-0000		(716)467-5685
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716)546-7140
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS			(716)377-0631
162604	162621	268713	7-11 #24809	3995 W HENRIETTA	ROCHESTER	NY	14623	1	NYS	0001-0402		(716)359-3314
162604	162624	268720	7-11 #11279	3100 E HENRIETTA	HENRIETTA	NY	14467	1	NYS	0001-0402		(716)334-6632
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS			(716)244-6310
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000		(716)227-2157
162604	162621	763477	7-11 #22653 (F)	436 MONROE AVE	ROCHESTER	NY	14607	1	NYS	0001-0402		(716)244-4219
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	NYS			(716)663-3970
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	NYS			(716)235-2269
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTI RD	ROCHESTER	NY	14612	2	NYS			(716)663-4353
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	2	NYS			(716)482-7920
162605	162620	679346	DOLLAR & MORE	6144 STATE ROUTE	WILLIAMSON	NY	14589	2				(315)589-3093

WORKPLAN VAP TEMPLATE LISTING

5N55B2

WHOLESALE : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 700465 70800 WIN AUG B2G2F
 TEMPLATE SEQ : 0012
 SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605	722996	JW	MALCHO ENTERPRIS DBA THE STATION	MACEON	NY	14502	1				(315)986-5600	
162605	162232	724735	JES DISCOUNT STORE 118 EXCHANGE ST	GENEVA	NY	14456	3				(315)789-0680	
162605	162620	503226	FAIRPORT MOBIL MART 110 S MAIN ST	FAIRPORT	NY	14450	1				(716)223-7645	

PAGE BREAK TOTAL ACCOUNTS

45

TOTAL QUANTITY

60

TEMPLATE TOTAL ACCOUNTS

45

TOTAL QUANTITY

60

***** END OF REPORT FOR PROMOTION 700465 *****